

MAESTRO

PAUL McSTAY'S MAESTROS v RIO'S ALL STARS • 2PM, SUNDAY, SEPTEMBER 7, 2014 • E4

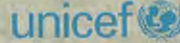


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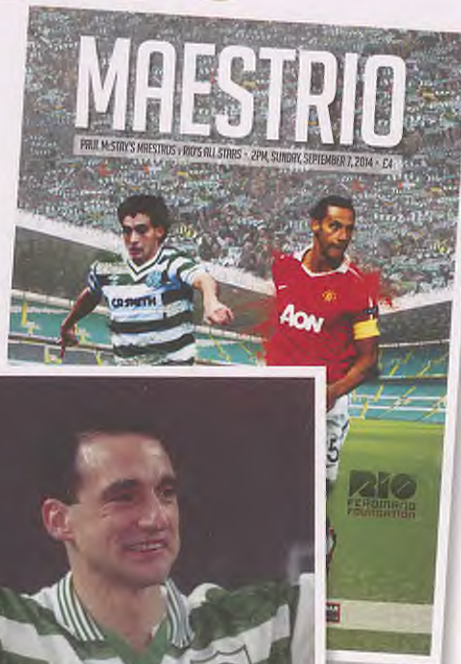


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SOCIAL MISSION STATEMENT

Introduction

Celtic Football Club is legendary and as with most legends as much myth as fact surrounds its history and what the Club stands for today. The Social Mission Statement aims to simply define what the Club stands for and seeks to promote within society.

History

Celtic Football Club was founded in 1888. Its principal founder was a Marist Brother named Walfrid. The Club had two principal aims: The first aim was to raise funds to provide food for the poor of the East End of Glasgow, an area of the City that was greatly impoverished and had a high rate of infant mortality. Within the East End was a large Irish community and friction was growing between the native Glaswegians and the new influx of Irish. Brother Walfrid saw the need for social integration and his vision was a football club that Scottish and Irish, Protestants and Catholics alike could support. A new football club would be a vehicle to bring the communities together and this was the second aim. The Marist brother sought for the Club to have both a Scottish and Irish identity and hence, the Club's name "Celtic" came about, representing a bridge of cultures across the Irish Sea.

Current Positioning of Celtic Football Club

Celtic Football Club is a Scottish football club with proud Irish links. The primary business of Celtic is as a football club. It is run on a professional business basis with no political agenda. However, the Club has a wider role and the responsibility of being a major Scottish social institution promoting health, well-being and social integration.

Who is Celtic Football Club for?

Celtic Football Club is for people who want to support a football club that strives for excellence in Scotland and in Europe, is proud of its history, supportive of its local community and seeks to support the following aims: "To maximise all opportunities to disassociate the Club from sectarianism and bigotry of any kind. To promote Celtic as a Club for all people, regardless of gender, age, religion, race or ability."

Summary

Celtic is a club for everyone who believes in football as a medium for healthy pleasure, entertainment and social integration. The Club always has been and always will simply aim to be the team of the people.

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Celtic FC Foundation

Tony Hamilton,
CEO Celtic FC Foundation - @PolishTurnstile

THERE are a couple of important things happening this weekend and your attendance at the Thistle Hotel and/or being at the match at Celtic Park, ensures that you are part of it.

Between Saturday's dinner and Sunday's match, Celtic FC Foundation - the charitable arm of the football club, and the Rio Ferdinand Foundation will raise cash for projects at home and abroad, particularly, from a Celtic perspective, to support the work of UNICEF and War Child across the Middle East.

What's happening in that region has left tens of thousands of its inhabitants with one thing and one thing only - despair. They have nothing else. We, however, through respected charities like UNICEF and War Child, who take no sides in such conflicts, can give some of those people hope. Anyone

who has contributed financially to that in any small way should be immensely proud of that contribution.

The other point of note is that Paul McStay has come home from Australia, albeit just for the weekend. That in itself is something to celebrate. Many of us grew up in a generation where Celtic comprised mainly local players. McStay was the stand-out in that group. In fact he was the stand-out of his generation, irrespective of whether his contemporaries had Bellshill or Bulgarian accents and he is rightly acclaimed as one of the greatest ever players to don the famous green and white Hoops.

A more unassuming and modest player and man you will never meet. His family connections to this football club go back more than 100 years, when his great uncle Willie first played for Celtic from 1912.

His other great uncle, Jimmy, of course became manager after his own playing career ended and was in that role for five years through the Second World War. Paul's own brothers, Willie and Raymond, a big part of our weekend, also have proud connections with this football club, with the eldest, Willie, having enjoyed a successful career in the Hoops too.

Around 14 years ago, the Celtic support voted its greatest XI of all time - Paul McStay rightly takes the No. 8 jersey in that side, despite his own protestations about why he shouldn't have been good enough. He was good enough - in fact he was peerless - and the facts prove it.

I am also delighted that Rio Ferdinand has bought into this whole weekend too. I actually have a lot in common with the big English defender - we both have a huge admiration for

Paul McStay, we've both spent long periods with the one club and we both have a lot of children. Though, to the best of my knowledge he's never scored a last-minute winner at Celtic Park. Who knows, Sunday's match might change all of that...

Rio has given us a great team and like us, he is determined to use football for good. His own Foundation, like Celtic's, is genuinely trying to make a difference to people's lives - in his case this is primarily in London and in South Africa.

There are many people who must be thanked for their contribution, starting with those of you who have supported us financially by buying tickets to these events. Everything we do is built around people buying into what we are trying to achieve and to paraphrase a great Celtic line, football charity without its supporters is nothing.

Sponsorship is also hugely important to us and the kind people at Flip and Magners have once again come up with the goods. We are very proud to have ongoing support from

them over the MAESTRIO weekend here in Glasgow.

And the players who make up both squads have come from across the globe and have given us their time free of charge - thanks to them for their kind spirit and generosity. Without them we would not be here this weekend.

Gary Stannett MBE is the Chief Executive of the Rio Ferdinand Foundation and his efforts and those of his team in London and Ireland have ensured that we have a match on! Gary has devoted the past few months almost entirely on this project and I'm sure he'll miss my early morning/late night phone calls asking for an update from Rio's side...

The new-look Celtic FC Foundation team have pulled out all of the stops on this as have many parts of the football club including Public Relations, Marketing, Operations, Ticketing, Media, Sales, Retail and Sponsorship - we are very grateful for that kind of support.

The reason we get it is because as a football

club, charity is at the heart of who we are. It is in our DNA, it's why we are here nearly 127 years after being set up and we are deadly serious about it. We're not paying lip service to this - it is core to Celtic and that comes from the club's board and its executive.

I am very grateful to Peter Lawwell for placing so much emphasis across the football club on the role of Celtic FC Foundation and for giving us a platform to make fundamental changes to people's lives locally here in the North and East of Glasgow and further afield, across war-torn regions in the Middle East and so many other places in between.

I hope everyone connected with MAESTRIO enjoys the experience and I hope we can raise as much money as possible for the causes we've asked you to support. Once again it will show, beyond any reasonable doubt, that the immortal words spoken by Sir Robert Kelly around 50 years ago still resonate in the modern day: Celtic, are indeed more than a football club...

